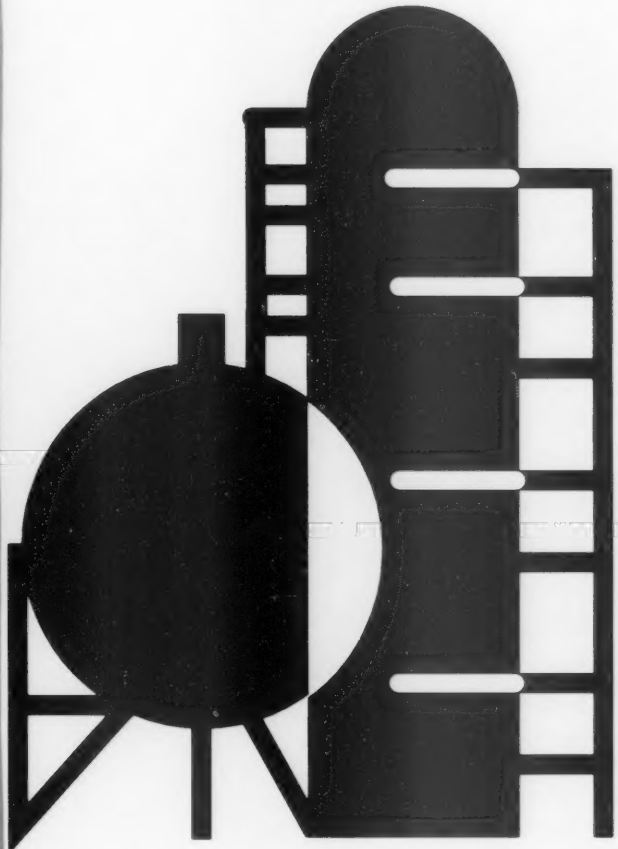
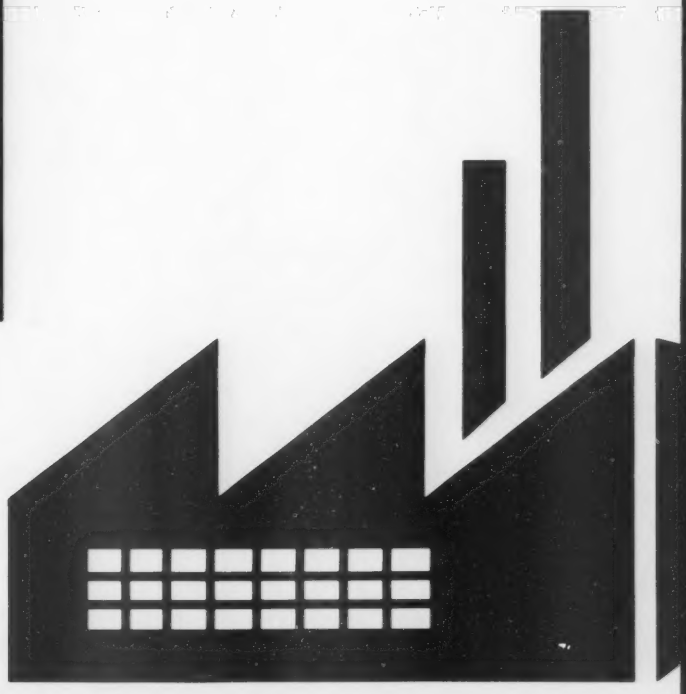
Agribusiness

An International Journal

Index to Volume 13

Editor
James G. Beierlein





WILEY
Publishers Since 1807

ISSN 0742-4477

Agribusiness

An International Journal

Editor
James G. Beierlein
Dept. of Agricultural Economics
and Rural Sociology
Pennsylvania State University

Associate Editors
Gregory A. Baker
S. Andrew Starbird
The Institute of Agribusiness
Santa Clara University

Chairman of the Editorial Advisory Board
Ray A. Goldberg
Harvard Business School

Book Review Editor
William E. Kost
Economic Research Service
Washington, D.C.

Editorial Advisory Board

George Allen
Allen Associates Limited
England
Hoy Carman
Dept. of Agricultural Economics
University of California, Davis
Joseph Coffey
Southern States Cooperatives
Michael Cook
Dept. of Agricultural Economics
University of Missouri
William Dobson
Dept. of Agricultural Economics
University of Wisconsin
Thomas Elam
Elanco Division
Eli Lilly & Co.
Ahmed El-Feel
College of Agriculture
University of Alexandria
Egypt
Jesus G. Gallegos, Jr.
Asian Institute of Management
Philippines
David Hahn
Dept. of Agricultural Economics
Ohio State University
Kenneth Harling
School of Business and Economics
Wilfrid Laurier University
Canada
Yujiro Hayami
Aoyama Gakuin University
Japan
Joseph LeBihan
Institut Superieur des Affaires
France
Robert E. Lee
Arthur D. Little, Inc.
Patrick Luby
Oscar Mayer & Co.
Pang Chungmin
Economist, World Bank
People's Republic of China
Leo Polopolus
University of Florida
Robert D. Reinsel
U.S. Dept. of Agriculture
Gerald Saylor
Deere & Co.
Andrew Schmitz
Dept. of Agricultural Economics
University of California, Berkeley
Otto Strecker
Agriculture and Food Consulting
West Germany
Eric Thor
School of Agribusiness and
Environmental Resources
Arizona State University
Richard O. Wheeler
Winrock International
Kelly White
U.S. Dept. of Agriculture
Economic Research Service
Donald Wissman
Development Planning
and Research Associates
Max Wortman, Jr.
College of Business Administration
Iowa State University

Agribusiness An International Journal (ISSN: 0742-4477) is published bimonthly (calendar) by John Wiley & Sons, Inc., 605 Third Avenue, New York, New York 10158.

Copyright © 1997 John Wiley & Sons, Inc. All rights reserved. No part of this publication may be reproduced in any form or by any means, except as permitted under section 107 or 108 of the 1976 United States Copyright Act, without either the prior written permission of the publisher, or authorization through the Copyright Clearance Center, 222 Rosewood Drive, Danvers, MA 01923, Tel: (508) 750-8400; Fax: (508) 750-4470. Periodicals postage paid at New York, NY, and at additional mailing offices.

The code and the copyright notice appearing at the bottom of the first page of an article in this journal indicate the copyright owner's consent that copies of the article may be made for personal or internal use, or for the personal or internal use of specific clients, on the condition that the copier pay for copying beyond that permitted by law. This consent does not extend to other kinds of copying, such as copying for general distribution, for advertising or promotional purposes, for creating new collective works, or for resale. Such permission requests and other permission inquiries should be addressed to the Permissions Dept.

Subscription price (Volume 13, 1997): $474.00 in US, $534.00 in Canada and Mexico, $573.00 outside North America. All subscriptions outside US will be sent by air. Payment must be made in US dollars drawn on a US bank. Claims for undelivered copies will be accepted only after the following issue has been received. Please enclose a copy of the mailing label. Missing copies will be supplied when losses have been sustained in transit and where reserve stock permits. Please allow four weeks for processing a change of address. For subscription inquiries, please call (212) 850-6645; E-mail: SUBINFO@wiley.com.

Postmaster: Send address changes to *Agribusiness An International Journal*, Susan Swanson, Director, Subscription, Fulfillment, and Distribution, Subscription Dept., John Wiley & Sons, Inc., 605 Third Avenue, New York, NY 10158.

Advertising Sales: Inquiries concerning advertising should be forwarded to Susan Levey, Advertising Sales, John Wiley & Sons, Inc., 605 Third Avenue, New York, NY 10158 (212) 850-8832. Advertising Sales, European Contact: Michael Levermore, Advertising Sales Manager, John Wiley & Sons, Ltd., Baffins Lane, Chichester, Sussex PO19 1UD, England.

Reprints: Reprint sales and inquiries should be directed to the Customer Service Dept., John Wiley & Sons, Inc., 605 Third Ave., New York, NY 10158 (212) 850-8776.

Other correspondence: Address all other correspondence to: *Agribusiness*, Publisher, Professional, Reference, and Trade Group, John Wiley & Sons, Inc., 605 Third Avenue, New York, NY 10158. **Manuscripts** should be sent to James G. Beierlein, Dept. of Agricultural Economics and Rural Sociology, 207 Armsby Building, Pennsylvania State University, University Park, PA 16802-5600. Correspondence concerning proofs should be sent to Journals Production, Professional, Reference, and Trade Group, John Wiley & Sons, Inc., 605 Third Ave., New York, New York 10158. Opinions expressed here are those of the authors and do not necessarily represent those of the editors or the publisher. The contents of this journal are indexed in BIOSIS.

Editorial Production, John Wiley: Jennifer Martin

♾ **This paper meets the requirements of ANSI/NISO Z39.48–1992 (Permanence of Paper).**

Agribusiness

An International Journal

AUTHOR INDEX TO VOLUME 13

Abdalla, C.W.: See Lanyon, L.E.
Akridge, J.T.: See Gloy, B.A.
Adams, B.H., Jensen, K.L., and Davis, G.C.: Knowledge and Use of Export Assistance Services by Agribusiness, 285
Adelaja, A.O., Nayga, R.M., Jr., Tank, K., and Schilling, B.J.: Industry Views on Methods of Improving the Business Climate for Food Stores: The Case of New Jersey, 107
Ahmadi-Esfahani, F.Z., and Stanmore, R.G.: Demand for Vegetables in a Chinese Wholesale Market, 549
Akridge, J.T.: See Preckel, P.V.
Armah, B.K., Jr., and Epperson, J.E.: Export Demand for US Orange Juice: Impacts of US Export Promotion Programs, 1
Asar, M.M.: See Chacko, T.I.

Barry, P.J.: See Moss, L.M.
Bekric, A.: See Hill, L.
Bengtssom, B.-A.: See Gjølberg, O.
Bernard, J.C.: See Willett, L.S.
Boccaletti, S.: See Galizzi, G.
Boland, M.A.: See Preckel, P.V.
Brendahl, M.: See Zaibet, L.
Broens, D.-F.: See Kool, M.
Brush, G.J., Clemes, M.D., and Gan, C.E.C.: The Impact of Attitude, Information, Situation, and Behavior on Problem Recognition: The Agrichemical Training Debate, 45
Buhr, B.L.: See Chung, C.

Capps, O., Jr.: See Seo, S.-C.
Chacko, T.I., Wacker, J.G., and Asar, M.M.: Technological and Human Resource Management Practices in Addressing Perceived Competitiveness in Agribusiness Firms, 93
Childers, R.: See Fuller, S.
Chung, C., and Buhr, B.L.: Market Level Economic Impacts of Modified Soybeans, 469
Clem, K.: See Misra, S.
Clemes, M.D.: See Brush, G.J.
Colling, P.L., Irwin, S.H., and Zulauf, C.R.: Futures Price Responses to USDA's *Cold Storage* Report, 393
Connor, J.M.: Economic Overview and Research Issues, 253
Cotterill, R.W.: On the Convergence of Food Systems, 121
Cotterill, R.W.: The Food Distribution System of the Future: Convergence Towards the US or UK Model?, 123

Davis, G.C.: See Adams, B.H.
Devadoss, S.: See Lanclos, D.K.
Durham, C.A., and Lyon, J.D.: Manufacturer Versus Trading Company Export Behavior: The US Processed Fruit Industries, 59

Ellinger, P.N.: See Moss, L.M.
Epperson, J.E.: See Armah, B.K., Jr.
Essinger, S.: See Hill, L.

Flynn, A.: See Marsden, T.
Fuller, S., Gillis, M., Parnell, C., Ramaiyer, A., and Childers, R.: Effect of Air Pollution Abatement on Financial Performance of Texas Cotton Gins, 521

Galizzi, G., Venturini, L., and Boccaletti, S.: Vertical Relationships and Dual Branding Strategies in the Italian Food Industry, 185
Gan, C.E.C.: See Brush, G.J.
Gillis, M.: See Fuller, S.
Gjølberg, O., and Bengtsson, B.-A.: Forecasting Quarterly Hog Prices: Simple Autoregressive Models vs. Naive Predictions, 673
Gloy, B.A., Akridge, J.T., and Preckel, P.V.: Customer Lifetime Value: An Application in the Rural Petroleum Market, 335
Grimes, G.A.: See Lawrence, J.D.
Grotegut, D.: See Misra, S.
Guenthner, J.: See Lanclos, D.K.

Halbrendt, C.C.: See Wang, Q.
Hallsworth, A., Taylor, M., Jones, K., and Muncaster, R.: The US Food Discounter's Invasion of Canada and Britain: A Power Perspective, 237
Hansen, P.: See Simmons, P.
Hansmire, M.R.: See Willett, L.S.
Harrison, M.: See Marsden, T.
Harrison, R.W.: See Kennedy, P.L.
Hayenga, M.L.: See Lawrence, J.D.
Herrmann, R.: The Distribution of Product Innovations in the Food Industry: Economic Determinants and Empirical Tests for Germany, 319
Herrmann, R.O., Warland, R.H., and Sterngold, A.: Who Reacts to Food Safety Scares?: Examining the Alar Crisis, 511
Hill, L., Essinger, S., Bekric, A., and Shilov, A.: Changes in the Quality of US Soybeans Exported to Japan and Europe, 623
Huault, C., Priolon, J., and Réviron, S.: The French Food Manufacturing and Retail Systems in the Mid-1990s, 197
Hughes, A.: The Changing Organization of New Product Development for Retailers' Private Labels: A UK–US Comparison, 169

Irwin, S.H.: See Colling, P.L.

Jelen, P.: See Kim, R.B.Y.
Jensen, H.H.: See Wang, Q.; See Manrique, J.
Jensen, K.L.: See Adams, B.H.
Jones, E.: Consumer Demand for Carbohydrates: A Look Across Products and Income Classes, 599
Jones, K.: See Hallsworth, A.
Jones, R.: See Sieberg, J.W.
Jose, H.D., and Valluru, R.S.K.: Insights From the Crop Insurance Reform Act of 1994, 587

Kaiser, H.M.: See Watanabe, Y.; See Schmit, T.M.
Kalaitzandonakes, N.G.: See Kennedy, P.L.
Katz, J.P.: Managerial Behavior and Strategy Choices in Agribusiness Cooperatives, 483
Kennedy, P.L., Harrison, R.W., Kalaitzandonakes, N.G., Peterson, H.C., and Rindfuss, R.P.: Perspectives on Evaluating Competitiveness in Agribusiness Industries, 385
Kim, R.B.Y., Unterschultz, J., Veeman, M., and Jelen, P.: Analysis of the Korean Beef Market: A Study of Hotel Buyers' Perspectives of Beef Imports From Three Major Sources, 445
Kool, M., Meulenberg, M.T.G., and Broens, D.-F.: Extensiveness of Farmers' Buying Processes, 301

Lanclos, D.K., Devadoss, S., and Guenthner, J.: Impacts of Frozen Direct Investment and Advertising on the Export Demand for US Frozen Potatoes, 273
Lanyon, L.E., and Abdalla, C.W.: An Environmental Scanning Indicator Proposed for Strategic Agribusiness Management, 613
Larson, R.B.: Using Price Discrimination Theory to Plan Promotions, 401
Lawrence, J.D., Rhodes, V.J., Grimes, G.A., and Hayenga, M.L.: Vertical Coordination in the US Pork Industry: Status, Motivations, and Expectations, 21
Lyon, J.D.: See Durham, C.A.

Manrique, J., and Jensen, H.H.: Spanish Household Demand for Convenience Meat Products, 579
Marsden, T., Flynn, A., and Harrison, M.: Retailing, Regulation, and Food Consumption: The Public Interest in a Privatized World?, 211
McCorriston, S., and Sheldon, I.M.: Vertical Restraints and Competition Policy in the US and UK Food Marketing Systems, 237
McNeil, M., and Wilson, R.: Satisfaction in the Wholesale–Retailer Relationship: The Experience of Red Meat Retailers in Western Australia, 569
Meulenberg, M.T.G.: See Pennings, J.M.E.; See Kool, M.
Misra, S., Grotegut, D., and Clem, K.: Consumer Attitude Toward Recombinant Porcine Somatotropin, 11
Moss, L.M., Barry, P.J., and Ellinger, P.N.: The Competitive Environment for Agricultural Bankers in the US, 431
Muncaster, R.: See Hallsworth, A.

Nayga, R.M., Jr.: See Adelaja, A.O.

Parnell, C.: See Fuller, S.
Pennings, J.M.E., and Meulenberg, M.T.G.: The Hedging Performance in New Agricultural Futures Markets: A Note, 295
Peterson, E.W.F.: See Valluru, S.R.K., 261
Peterson, H.C.: See Kennedy, P.L.
Preckel, P.V.: See Gloy, B.A.
Preckel, P.V., Akridge, J.T., and Boland, M.A.: Efficiency Measures for Retail Fertilizer Dealers, 497
Priolon, J.: See Hault, C.

Quagrainie, K.K.: See Unterschultz, J.

Rae, A.N.: Changing Food Consumption Patterns in East Asia: Implications of the Trend Towards Livestock Products, 33
Ramaiyer. A.: See Fuller, S.
Reberte, J.C.: See Schmit, T.M.
Réviron, S.: See Huault, C.
Rhodes, V.J.: See Lawrence, J.D.
Rindfuss, R.P.: See Kennedy, P.L.

Schilling, B.J.: See Adelaja, A.O.
Schmit, T.M., Reberte, J.C., and Kaiser, H.M.: An Economic Analysis of Generic Egg Advertising in California, 1985–1995, 365
Schwart, R.B.: See Siebert, J.W.
Seo, S.-C., and Capps, O., Jr.: Regional Variability of Price and Expenditure Elasticities: The Case of Spaghetti Sauces, 659
Sheldon, I.M.: See McCorriston, S.
Shilov, A.: See Hill, L.
Siebert, J.W.: Pizza: A Delivery Vehicle to Illustrate the Role of Food and Non-Food Suppliers Serving in the FAFH Industry, 85
Siebert, J.W., Jones, R., and Sporleder, T.L.: The VEST Model: An Alternative Approach to Value Added, 561
Siebert, J.W., and Schwart, R.B.: Case Study: Wooden Shoe Diary, New Mexico, USA, 637
Simmons, P., and Hansen, P.: The Effect of Buyer Concentration on Prices in the Australian Wool Market, 423
Soucie, W.G.: Efficient Consumer Response Meets the Industrialization of Agriculture, 349
Sparks, L.: From Coca-Colonization to Copy-Cotting: The Cott Corporation and Retailer Brand Soft Drinks in the UK and the US, 153
Sporleder, T.L.: See Siebert, J.W.
Stanmore, R.G.: See Ahmadi-Esfahani, F.Z.
Sterngold, A.: See Herrmann, R.O.
Suzuki, N.: See Watanabe, Y.

Tank, K.: See Adelaja, A.O.
Taylor, M.: See Hallsworth, A.
Thompson, G.D., and Wilson, P.N.: The Organizational Structure of the North American Fresh Tomato Market: Implications for Seasonal Trade Disputes, 533

Unterschultz, J.: See Kim, R.B.Y.
Unterschultz, J., Quagrainie, K.K., and Vincent, M.: Evaluating Québec's Preference for Alberta Beef Versus US Beef, 457

Valluru, R.S.K.: See Jose, H.D.
Valluru, S.R.K., and Peterson, E.W.F.: The Impact of Environmental Regulations on World Grain Trade, 261
Vandenbosch, M.B., and Weinberg, C.B.: A Value Analysis Model for Farm Equipment Manufacturers, 409

Veeman, M.: See Kim, R.B.Y.
Venturini, L.: See Galizzi, G.
Vincent, M.: See Unterschultz, J.

Wacker, J.G.: See Chacko, T.I.
Wang, Q., Halbrendt, C.C., and Jensen, H.H.: China's Beer Consumption and Barley Imports, 73
Warland, R.H.: See Herrmann, R.O.
Watanabe, Y., Suzuki, N., and Kaiser, H.M.: Identifying Consumer Characteristics Associated With Japanese Preferences Toward Milk Products, 357
Weinberg, C.B.: See Vandenbosch, M.B.
Willett, L.S., Hansmire, M.R., and Bernard, J.C.: Asymmetric Price Response Behavior of Red Delicious Apples, 649
Wilson, P.N.: See Thompson, G.D.
Wilson, R.: See McNeil, M.
Wrigley, N.: Exporting the British Model of Food Retailing to the US: Implications for the EU–US Food Systems Convergence Debate, 137

Zaibet, L., and Brendahl, M.: Gains From ISO Certification in the UK Meat Sector, 375
Zulauf, C.R.: See Collings, P.L.